

**BERRYVILLE TOWN COUNCIL
MEETING AGENDA
Work Session
Berryville-Clarke County Government Center
101 Chalmers Court, Second Floor
Main Meeting Room
November 5, 2018
3:00 p.m.**

Item

Attachment

1. Call to Order – Patricia Dickinson, Mayor

2. Approval of Agenda

3. Discussion Budget Goals for FY 2020

1

4. Other

5. Closed Session – No closed session scheduled

6. Adjourn

ATTACHMENT

1

Summary of Costs for FY2020 Budget Goals
(Listed in order of Town Manager's recommended priority)

1. Complete a traffic analysis for the planned southeast collector in partnership with Clarke County.

Internal Costs (staff hours/\$): 83 / \$ 6,395 (assumes assistance of Co. staff)

Town Personnel Most Involved: Planner, Town Manager, Town Clerk, Finance Clerk

External Costs: \$25,000 (assumes participation of Co.)

Total Estimated Cost: \$ 28,486

2. Complete a compensation and classification study.

Internal Costs (staff hours/\$): 119 / \$5,810

Town Personnel Most Involved: Treasurer, Town Manager, Finance Clerk

External Costs: \$30,000 – 35,000

Total Estimated Cost: \$35,810 – 40,810

3. Complete process to apply for and receive accreditation of the Berryville Police Department from the Virginia Department of Criminal Justice.

Internal Costs (staff hours/\$): 495 / \$21,770.40 *

Town Personnel Most Involved: Chief of Police, PD Administrative Asst., Sergeant, Patrol Officers

External Costs \$1,902

Total Estimated Cost: \$23,672.24 *

* Does not include: Internal Costs in FY19 (staff hours/\$): 251/ \$11,038.68

4. Complete a fixed assets inventory for areas not covered by the water and sewer rate study.

Internal Costs (staff hours/\$): 264 / \$12,820

Town Personnel Most Involved: Treasurer, Town Manager, Finance Clerk, Town Clerk, Front Desk Clerk, Chief of Police, PD Administrative Asst., Director of Public Works, Public Works Foreman

External Costs: \$2,500

Total Estimated Cost: \$15,320

5. Develop a branding and marketing study, enhance www.berryvilleva.gov, and develop an effective communication strategy to include a social media presence.

This is a phased project with the following phases to be completed over three years:

Phase 1 – Branding

Phase 2 – Marketing Study

Phase 3 – Communication Strategy

Phase 1 Branding

Internal Costs (hours/\$): 92 / \$ 4,965

Town Employees Most Involved: Planner, Finance Clerk, Town Manager, Town Clerk

External Costs: \$20,000

Total Estimated Cost: \$ 24,965

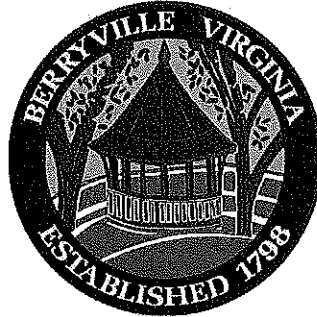
6. Complete a payroll system audit.

Internal Costs (hours/\$): 232 / \$10,740

Town Employees Most Involved: Treasurer and Finance Clerk

External Costs: \$10,000

Total Estimated Cost: \$20,740



Town of Berryville

Budget Goals 2020 Project Statement for Traffic Impact Analysis - SE Collector

Prepared by:	Christy Dunkle
Version:	2.1
Date:	10/29/18

Table of Contents

SCOPE STATEMENT	3
Scope Statement Purpose	3
Project Background and Objectives	4
Project Description	4
Timetable/Schedule	5
Cost Proposal.....	5
Additional Vendor Qualifications	7
Project Cost Benefit Analysis	6
Administrative Items.....	7

SCOPE STATEMENT

Department/Agency:	Planning and Zoning
Issue Date:	October 17, 2018
Update Issue Date:	October 23, 2018
Project Name:	Traffic Impact Analysis – SE Collector
Project Sponsor:	Streets and Utilities Committee
Project Contact:	Christy Dunkle
Contact Email:	planner@berryvilleva.gov

Scope Statement Purpose

Traffic Impact Analysis (TIA) to identify transportation related impacts in the southeast quadrant of the of the Town and a portion of the County.

Project Background

The Town and County have long planned the development of a collector road (Jack Enders Boulevard) in the southeastern quadrant of the Berryville Area to connect US 340 with East Main Street/VA Route 7. The Clarke County Business Park, developed by the County, is now built out however the collector road identified in this area has not been extended to access US 340. Due to increased costs and requirements implemented by Norfolk Southern Railroad, Town and County staff have identified four concepts, three of which would facilitate a new annexation area as identified in the updated Berryville Area Plan.

Project Description and Objectives

The TIA would identify opportunities and constraints with the alignment of a collector road in the southeast quadrant of the Town and a portion of the County. The Town, County, and VDOT are the governmental agencies that would be involved in the project. Norfolk Southern Railroad will be an important partner in this study as their requirements will be taken into consideration in determining a final solution. Objectives of the project include:

- The determination of Norfolk Southern's requirements to authorize a new or improved at-grade crossing including closures of existing public or private road crossings and associated costs of building or improving the rail crossings identified for this project.
- Determine traffic impacts of the proposed project concepts on the existing road network.
- Determine traffic impacts of the proposed project concepts on traffic patterns in downtown Berryville and East Main Street.

The scope of the project as identified by Town and County staff include:

- Modeling of potential traffic patterns and impacts of a modified southeastern collector with projected future land use information and potential routes;
- Identification of current and future levels of service along affected road segments with and without the presence of a southeastern collector road that includes analysis and recommendations on required improvements, project phasing, and how to avoid interim functionality problems;
- Cost estimates for multiple development scenarios and analysis of funding options (e.g., VDOT, industrial access, VDEP); and
- Expertise in dealing with Norfolk Southern to gain approval of a rail crossing and negotiate improvements to include identification of closure locations and impacts of said closures.

Town and County staff have drafted four concepts for connecting Jack Enders Boulevard to US 340 that will be evaluated by this study. Review will include road design, profiles, right-of-way widths, and bike/pedestrian features. The concepts include:

- Concept A – Extend Jack Enders Boulevard from its current terminus at grade across the railroad tracks to US 340.
- Concept B – Extend Jack Enders Boulevard approximately 800 feet northeast of the end of state maintenance to intersect with Smallwood Lane then west to US 340. This would include completing a permanent terminus at the end of current Jack Enders Boulevard and improvements to Smallwood Lane. This Concept would align with the Southern Potential Future Growth Area as identified in the Berryville Area Plan (2015) and assume an expansion of an annexation area.
- Concept C – Extend Jack Enders Boulevard to US 340 as described above in Concept A and extend a new road into the Southern Potential Future Growth Area with no new connection to Smallwood Lane or US 340. This Concept would assume an expansion of this proposed future annexation area.
- Concept D – Extend a separate road (with no extension of a new road or Jack Enders Boulevard to US 340) into the Southern Potential Future Growth Area. This Concept would assume development of the Southern Potential Future Growth Area as identified in the Berryville Area Plan.

Goals of the TIA include:

- Identification of the feasibility and cost of each Concept;
- Determination of improvements along the corridor resulting in acceptable levels of service (e.g., signalization, turn lanes, crosswalks, drainage improvements);
- Impacts of each Concept on traffic patterns along corridors identified in the scope which will help determine the amount and nature of current traffic.

Timetable/Schedule

Once funding has been approved and procurement has occurred, the Town and County would select a consultant to complete the work. The timeframe for completion is approximately six months.

Cost Proposal

Town and County staff have identified an approximate cost of \$50,000. The County has approved \$25,000 for this project.

Internal Costs				
<u>Task Description</u>	<u>Units</u>	<u>Cost per unit (\$)</u>	<u>Task Cost (\$)</u>	<u>Funding Source</u>
Develop RFP				Gen Fund
Clerk	6	30	300	
Senior Staff	10	65	650	

Administer RFP				Gen Fund
Clerk	6	30	180	
Senior Staff	2	65	130	
Review RFP Submissions				Gen Fund
Clerk	3	30	90	
Senior Staff	12	65	780	
Interviews				Gen Fund
Clerk	3	30	90	
Senior Staff	10	65	650	
Meetings with and assist Consultant				Gen Fund
Clerk	8	30	240	
Senior Staff	15	65	975	
Review Draft				Gen Fund
Clerk	3	30	90	
Senior Staff	10	65	650	
Review Final and prepare for TC				Gen Fund
Clerk	4	30	120	
Senior Staff	10	65	650	
Miscellaneous				Gen Fund
Clerk	5	30	150	
Senior Staff	10	65	650	
TOTAL Internal Costs			\$6,395	

External Costs				
Task Description	Units	Cost per unit (\$)	Task Cost (\$)	Funding Source
Consultant				Gen Fund
Consultant Total	1	\$50,000	\$25,000*	

*Consultant cost will be shared between County and Town

Recurring Costs
N/A

Additional Vendor Qualifications

The consultant shall have demonstrated working experience with Norfolk Southern and be capable of providing strategies and recommendations to the governing bodies.

Project Cost Benefit Analysis

A Traffic Impact Analysis is needed in order to determine whether or not to complete the connection of Jack Enders Boulevard to US 340 as originally intended. Impacts on truck traffic on East Main Street are related to the access to US 340 and pedestrian and safety concerns have been identified in this area.

In order to expand the Business Park zoning district, additional areas of future development have been identified in the updated Berryville Area Plan in this area. A TIA is a critical tool in the implementation of this annexation area and zoning.

Risks

The risk with the TIA development is that funding would not be available for projects identified to develop the road network to expand the annexation area and create additional business areas.

Agreement between localities has not been finalized. Assignments of tasks and costs will need to occur prior to the commencement of the project.

Administrative Items

Included with Consultant costs.

End of Scope Statement



Town of Berryville

Budget Goals 2020

Project Statement for Compensation and Classification Study

Prepared by:

Keith Dalton, Town Manager

Version:

1.1

Date:

10/30/18

Table of Contents

SCOPE STATEMENT	3
Scope Statement Purpose.....	3
Project Background and Objectives.....	4
Project Description.....	4
Timetable/Schedule.....	5
Cost Proposal	5
Additional Vendor Qualifications.....	7
Project Cost Benefit Analysis	7
Administrative Items.....	8

SCOPE STATEMENT

Department/Agency: Administration
Issue Date: 10/12/18
Project Name: Compensation and Classification Study
Project Sponsor: Personnel, Appointments, and Policy Committee
Project Contact: Keith Dalton, Town Manager
Contact Email: townmanager@berryvilleva.gov

Scope Statement Purpose

The project is intended to provide the Town Council with the information it needs to manage employee compensation in a manner that keeps the Town competitive in the region's job market.

Project Background

The Town has thirty-two full-time employees and one part-time employee. Over the past five years, twenty-two employees have separated from the Town (for the purposes of this report, reasons for separation are not further examined). Breaking these separations down by department reveals the following: Admin: three; PD ten; PU seven; and PW two.

Turnover is expensive. Further, vacancies in this small organization's staff puts significant strain on its employees and the organization as a whole.

Added to the turnover the Town has experienced over the past five years, the nation now has the lowest unemployment rate that it has had in nearly fifty years. As a result, the job market has become very competitive.

It is important that the Town fairly compensate its employees and provide for appropriate compensation growth that is both attractive to employees and sustainable for the Town. It is also important that the Town be attractive to potential hires.

Project Description and Objectives

The Town would issue a request for proposals (RFP) in order to secure the services of a firm to: conduct a compensation study utilizing industry recognized methodology and develop standardized compensation system that is appropriate for the organization.

Once chosen, the firm will consult with the Council and staff as it conducts its analysis thus ensuring that unique features of the Town's organization and the region are considered.

At the end of its work, the firm will provide the Council with specific deliverables. Deliverables would include:

- Compensation study and recommendations
- Classification study and recommendations
- Recommendations regarding implementation of the compensation changes, including phasing of pay adjustments

Objectives:

- provide the Council with information regarding recommended compensation levels (including benefits) for Town employees that will assist in recruitment and retention
- provide the Council with a classification study and recommendations that will assist in employee recruitment and retention
- provide the Council with guidance regarding phased adoption of the consultant's recommendation to aid them in addressing recruitment and retention concerns in a fiscally responsible manner

Timetable/Schedule

Description	Deadlines/Timeframes	Responsibility
Development of RFP	7/1/19 – 8/6/19	Internal
Approval of RFP by TC	8/13/19	Internal
Issuance of RFP	8/19/19	Internal
Proposals due	9/16/19	External/Internal
Award by TC	10/8/19	Internal/External
Meetings between Town and consultant	10/9/19 – 10/24/19	Internal/External
Draft deliverables submitted to Town	1/6//20	External
Comments on drafts submitted to consultant	1/24/20	Internal
Deliverables due	2/3/20	External
Presentation to TC	2/11/20	External/Internal
Adoption of implementation plan by TC	4/9/20	Internal

Cost Proposal

Total project costs are estimated at between \$ 35,810 and \$ 40,810.

Internal Costs

Task Description	units	cost per unit (\$)	Task cost (4)	Funding Source
Develop RFP				Gen Fund
Clerk	10	30	300	
Senior Staff	6	65	390	
Administer RFP				Gen Fund
Clerk	10	30	300	
Senior Staff	2	65	130	
Review RFP Submissions				Gen Fund
Clerk	4	30	120	
Senior Staff	12	65	780	
Interviews				Gen Fund
Clerk	6	30	180	
Senior Staff	10	65	650	
Meetings with and Asst. Consultant				Gen Fund
Clerk	12	30	360	
Senior Staff	8	65	520	
Review Draft				Gen Fund
Clerk	4	30	120	
Senior Staff	8	65	520	
Review Final and prepare for TC				Gen Fund
Clerk	4	30	120	
Senior Staff	8	65	520	
Miscellaneous				Gen Fund
Clerk	5	30	150	
Senior Staff	10	65	650	
Total			\$5,810	

Internal costs are expected to be \$ 5,810

External Costs

Cost of consultant to perform required tasks and provide deliverables is estimated to be between \$30,000 and \$35,000.

Recurring Costs

Compensation study will need to be updated at regular intervals. No determination has been made with regard to the frequency of the updates or the cost thereof.

Additional Vendor Qualifications

The firm chosen to complete this project must have experience performing compensation and classification studies for local governments.

Project Cost Benefit Analysis

This project will:

- provide the Council with information regarding recommended compensation levels (including benefits) for Town employees that will assist in recruitment and retention
- provide the Council with a classification study and recommendations that will assist in employee recruitment and retention
- provide the Council with guidance regarding phased adoption of the consultant's recommendation to aid them in addressing recruitment and retention concerns in a fiscally responsible manner

By completing the project the Town desires to:

- improve employee job satisfaction
- reduce turnover
- make the Town more attractive to prospective hires
- improve customer service

Risks

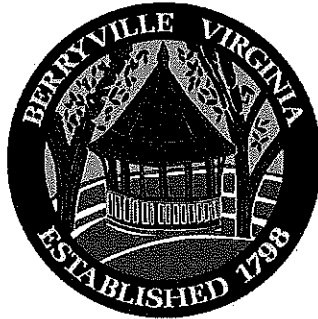
Risks associated with the project include:

- cost to adopt study recommendations could be significant and difficult to fund
- failure to adopt study recommendations would result in a decline in employee job satisfaction and worsen the Town's position as it relates to new hires

Administrative Items

As a part of budget preparation (FY21), funding needed to implement some portion of the compensation study should be anticipated and provided.

End of Scope Statement



Town of Berryville

Budget Goals 2020

Project Statement for

Police Department Accreditation

Prepared by:

Chief W. Neal White

Version:

3

Date:

10/30/2018

Table of Contents

Scope Statement Purpose.....	3
Project Background.....	4
Project Description and Objectives.....	5
Timetable/Schedule.....	5
Cost Proposal	6
Additional Vendor Qualifications.....	7
Project Cost Benefit Analysis	7
Administrative Items.....	8

SCOPE STATEMENT

Department/Agency: Police
Issue Date: 10/30/2018
Project Name: Police Department Accreditation
Project Sponsor: Public Safety Committee
Project Contact: Chief W. Neal White
Contact Email: chiefofpolice@berryvilleva.gov

Scope Statement Purpose

The basis for this project is for the attainment of accreditation for the Berryville Police Department by the Virginia Law Enforcement Professional Standards Commission (VLEPSC). This statement paper will outline the costs, benefits and risks associated with the project for FY 2019-20 budgetary discussions.

Project Background

The Virginia Department of Criminal Justice Services (DCJS) offers a program of department accreditation through the VLEPSC to all law enforcement agencies in Virginia. The goal of this program is to enhance delivery of services from the law enforcement agency to the community that it serves. The responsibility of the agency is to review how service is delivered through a careful analysis of policies and procedures, and then implement best practices and evidence based processes to best achieve optimal service delivery.

The role of VLEPSC is to provide technical support and assistance through a team of trained, independent professional peers who conduct assessments of the department procedures and point out any deficiencies. VLEPSC also provides a program manual that illustrates 187 standards divided into four general subject areas; administration, operations, personnel, and training. This provides guidance in the review and development of department specific policies and procedures.

The Public Safety Committee for the Town of Berryville (formerly Police and Security Committee) had shown interest in this project nearly three years ago. The goals of accreditation include increasing the effectiveness and efficiency of law enforcement agencies through the delivery of services; to promote cooperation among all components in the criminal justice system; to ensure the appropriate level of training for law enforcement personnel; to promote public confidence in law enforcement; and to promote professionalism of the law enforcement agency. (Virginia Department of Criminal Justice) The project has been discussed in several meetings of the committee with the understanding that it is a labor intensive project requiring a great deal of internal administrative resources to successfully complete.

Accreditation has been a goal for the department for some time; when decisions are made concerning the delivery of service and operations within the department the implication that they would have upon successful attainment of accreditation are always a key factor. Examples would include how the evidence room and interview rooms were designed, and the selection of a new vendor to supply a records management system for the department.

Project Description and Objectives

In order to receive VLEPSC accreditation the department will follow a schedule provided by VLEPSC with specific benchmarks.

- Submit application to VLEPSC advising that the department wishes to begin the accreditation process. Once the application is submitted, the department must complete process within thirty-six (36) months.
- Perform self-assessment of the department utilizing the program manual of 187 identified standards. This would also include the review of the existing forty-one (41) general orders of the department. This will be the most labor intensive period of the project.
- Perform a mock assessment in advance of on-site assessment. This would require assistance from independent, professional peers familiar with the accreditation process.
- Submit initial assessment application to VLEPSC.
- Conduct on-site assessment.
- Receive initial accreditation
- Submit annual reports concerning accreditation to VLEPSC.
- Conduct on-site assessment for reaccreditation every fourth year.

Timetable/Schedule

Objective	Start	Complete	Responsibility
Submit VLEPSC application		08/01/2019	Internal
Conduct Self-Assessment	11/01/2018	10/01/2019	Internal
Conduct Mock Assessment	10/01/2019	01/01/2020	Internal
Submit Initial Assessment Application	01/01/2020	02/01/2020	Internal
On-Site Assessment	02/01/2020	04/01/2020	Internal/External
Receive Accreditation	04/01/2020	06/01/2020	Internal/External

Cost Proposal

Internal Costs

The cost per unit of staff time is derived from current (FY18-19) salary rates including benefits. The costs below do not reflect any potential COLA or merit increases in hourly rates that may be approved in the FY 19-20 budget process.

FY 2018-19 Costs

Description	Units	Cost Per Unit	Total	Source
Self-Assessment / General Order Review – Senior Staff Time	175 hrs.	\$48.94	\$8,564.50	General Fund – Police Compensation
Self-Assessment / General Order Review – Intermediate Staff Time	38 hrs.	\$36.78	\$1,397.64	General Fund – Police Compensation
Self-Assessment / General Order Review – Clerk Staff Time	38 hrs.	\$28.33	\$1,076.54	General Fund – Police Compensation
			\$11,038.68	

FY 2019-20 Costs

Description	Units	Cost Per Unit	Total	Source
Self-Assessment / General Order Review – Senior Staff Time	330 hrs.	\$48.94	\$16,150.20	General Fund – Police Compensation
Self-Assessment / General Order Review – Intermediate Staff Time	70 hrs.	\$36.78	\$2,574.60	General Fund – Police Compensation
Self-Assessment / General Order Review – Clerk Staff Time	70 hrs.	\$28.33	\$1,983.10	General Fund – Police Compensation
Self-Assessment / General Order Review – Clerk Staff Overtime	25 hrs.	\$42.50	\$1,062.50	General Fund – Police Compensation
			\$21,770.40	

External Costs

Description	Units	Cost Per Unit	Total	Source
VLEPSC Application	1	\$250.00	\$250.00	FY 20 CIP - Accreditation
On-Site Assessment – VLEPSC Peer Lodging	9	\$90.00	\$810.00	FY 20 CIP - Accreditation
On-Site Assessment – VLEPSC Peer Meals	9	\$38.00	\$342.00	FY 20 CIP - Accreditation
Branding – Decals, Letterhead, etc.	1		\$500.00	FY 20 CIP - Accreditation
			\$1,902.00	

Recurring Costs

There is an annual fee payable to VLEPSC in order to maintain accreditation. This fee is currently set at \$100.00 per agency. If the department successfully maintains accreditation, Virginia Municipal League will pay the cost of this fee.

Additional Vendor Qualifications

Not Applicable to this project.

Project Cost Benefit Analysis

The true cost of this project from a capital improvement budgeting perspective is housed within the self-assessment and on-site assessment. The fees payable to VLEPSC for applications will be covered by Virginia Municipal League (VML) upon successful attainment of accreditation. Costs payable to outside vendors for the on-site assessment are estimated at \$1,152.00 during the FY 20 budget cycle. The internal costs of staff time to complete this project would not necessarily be a new financial encumbrance; the reality is that senior staff would need to focus on the self-assessment during this period. In addition to the focus on accreditation goals, routine matters of providing law enforcement services to the community would continue to take priority within the department. New future strategic projects would need to be balanced against their need to be immediately instituted against the time required to successfully manage the accreditation process timetable.

A financial benefit that will be realized upon successful completion of this would be a cost reduction in liability insurance coverage from VML. The Virginia Municipal League will reduce liability insurance coverage for the police department by 3% upon successful attainment of accreditation. Based upon current rates (2018), that would amount to an annual savings of \$397.77.

Accreditation provides the department the opportunity to correct any internal deficiencies and inefficiencies before they become a public problem by virtue of a comprehensive self-assessment and internal review of policy and process. (Virginia Department of Criminal Justice) The standards of accreditation provide the department a gauge by which the effectiveness of agency programs and services can be measured; thereby enhancing the professional image of the department and providing optimal customer service to the community.

Employees of the department also benefit knowing that their department represents the very best in law enforcement as accreditation represents professionalism, excellence, and competence. Operations are more consistent and streamlined enhancing the officer's confidence in the delivery of uniform service to the community. (Virginia Department of Criminal Justice)

Risks

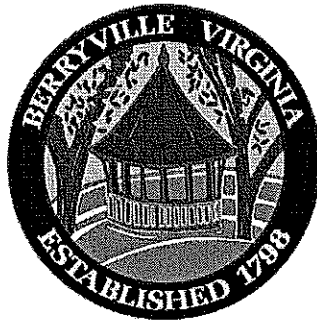
The principle risk with this project would be that accreditation was not received after the initial process. Within the process of the project, an extension may be requested to receive an additional twenty-four (24) months to complete a successful assessment. An unsuccessful project would identify deficiencies within the department in the areas of administration, operations, personnel, and training. In order to correct these deficiencies, funds would possibly need to be appropriated for items such as:

- The hiring of additional personnel,
- Purchase of additional equipment related to public safety,
- Expenditure of funds to modify existing structures, and
- Appropriate additional funds for training department staff.

Administrative Items

None applicable to this project.

End of Scope Statement



Town of Berryville

Budget Goals 2020 Project Statement for Fixed Asset Inventory

Prepared by:

D. Moreland

Version:

2

Date:

10-22-2018

Table of Contents

Scope Statement Purpose	3
Project Background	4
Project Description And Objectives.....	4
Timetable/Schedule.....	5
Cost Proposal.....	5
Additional Vendor Qualifications.....	6
Project Cost Benefit Analysis	6
Administrative Items	6

Department/Agency:	Finance & Administration
Issue Date:	10-12-2018
Project Name:	Fixed Asset Inventory
Project Sponsor:	Budget & Finance
Project Contact:	D. Moreland
Contact Email:	treasurer@berryvilleva.gov

Scope Statement Purpose

Complete a fixed assets inventory for areas not addressed in the water and sewer study.

The Town Council has the authority and responsibility for the custody of the Town's fixed assets. The Council has delegated control over the Town's fixed assets to the Town Manager, who in turn has designated responsibility for physical custody of assets to Department Heads and/or other staff. This project will provide oversight of the town's asset management function, ensuring the recording of the town's tangible personal property and asset tag numbers is completed.

Project Background

The Budget and Finance Committee would like to establish a fixed asset inventory. Each asset would be given a unique asset tag number. The asset tag number would be used to track and account for each asset until disposal. The asset tag number would record all the available asset information such as item description, physical location, condition, net book value, serial number, purchase cost, and vendor and manufacturer.

Project Description and Objectives

The fixed asset schedule currently maintained by Robinson Farmer Cox Associates (RFC) will be reviewed and updated by staff. Once the schedule is updated, the assets will be entered into the FMS Fixed Asset software. Once the assets are recorded, each will be affixed with a unique asset tag number (barcoded aluminum tag). All new acquisitions will be recorded and tagged. The barcode number will then be entered into the Fixed Asset software. The overall goal is to ensure a complete and accurate accounting for fixed assets to guarantee they are adequately safeguarded and inventoried. Once the fixed assets are catalogued and tagged, the Town will develop a Fixed Asset Policy. The policy would incorporate best practices as well as establish frequency of inventories.

- Develop a Fixed Asset Policy
- Review and update the current capital Fixed Asset schedule as provide by RFC
- Take a physical inventory
- Enter updated assets into FMS software
- Tag existing assets
- Record and tag new assets as purchased
- Develop a Fixed Asset Policy

Timetable/Schedule

Task Description	Completion Time	Start Date	Completion Date	Responsibility
Review and update fixed asset schedule provided by RFC	30 days	8/1/2019	8/31/2019	Internal
Tag recorded assets	30 days	9/1/2019	10/1/2019	Internal
Input asset data into FMS	60 days	10/1/2019	12/1/2019	Internal
Review data	15 days	12/1/2019	12/15/2019	Internal
Develop Fixed Asset Policy	10 days	12/15/2019	12/31/2019	Internal

Cost Proposal

Internal Costs				
Task Description	Units	Cost per Unit (\$)	Task Cost	Funding Source
Review and update fixed asset schedule provided by RFC				Gen Fund
Clerk	20	30	600	
Senior Staff	20	65	1,300	
Tag recorded assets				Gen Fund
Clerk	40	30	1,200	
Senior Staff	40	65	2,600	
Input asset data into FMS				Gen Fund
Clerk	40	30	1,200	
Senior Staff	40	65	2,600	
Review data				Gen Fund
Clerk	16	30	480	
Senior Staff	16	65	1,040	
Develop Fixed Asset Policy				Gen Fund
Clerk	8	30	240	
Senior Staff	24	65	1,560	
Total			\$12,820	Gen Fund

External Costs

Product	Quantity	Cost	Funding Source
Matte AlumiGuard Metal Asset Tags	2500	\$2,500.00	General Fund Expenses

Recurring Costs

Recurring costs are expected to be minimal. Each new asset will be recorded and barcoded with a unique asset tag number when received and deleted at disposal.

Additional Vendor Qualifications

N/A

Project Cost Benefit Analysis

The estimated project cost is \$10,500.00 and would allow the Town several potential opportunities for improvement.

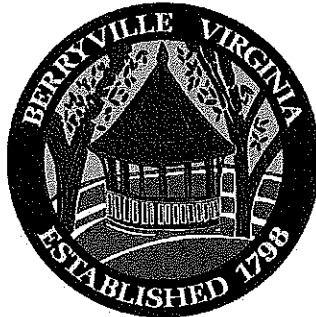
- Establish a Fixed Asset Policy
- Provide an asset inventory
- Document assets and their condition; noting net book value
- Deters theft
- Aids in disaster recovery and insurance
- Improve planning, budgeting, and insight
 - Optimize re-use of surplus items
 - Provide data essential to the proper costing of services
 - Provide data needed for maintenance of fixed assets
 - Track retirement and disposal of fixed assets

Risks: N/A

Administrative Items

N/A

End of Scope Statement



Town of Berryville

Budget Goals 2020 Project Statement for Branding/Marketing

Prepared by:

Christy Dunkle

Version:

1.1

Date:

10/30/18

Table of Contents

SCOPE STATEMENT	3
Scope Statement Purpose	3
Project Background and Objectives	4
Project Description	4
Timetable/Schedule	5
Cost Proposal.....	5
Additional Vendor Qualifications	6
Project Cost Benefit Analysis	6
Administrative Items.....	7

SCOPE STATEMENT

Department/Agency:	Planning and Zoning
Issue Date:	October 25, 2018
Update Date:	October 30, 2018
Project Name:	Branding/Marketing
Project Sponsor:	Community Development Committee
Project Contact:	Christy Dunkle
Contact Email:	planner@berryvilleva.gov

Scope Statement Purpose

Branding and marketing effort to promote the Town.

Project Background

The Community Development Committee recommended that a consultant be hired to provide objective leadership to discuss the marketing and branding of the Town at a grassroots level, collaborating with residents, business owners, and other stakeholders, in order to develop multiple ideas and create a base of information which will be used to create the brand.

The Committee is recommending a phased approach as the effort should be strategic and approached with a long-term view. The first phase would be information gathering to include interviews and focus groups, meetings with stakeholders, and public forums. This phase would also include hiring a consultant or requesting assistance from a local university that would focus on the look and feel of the brand after sufficient data collection is collected.

The Committee recommended three phases. They determined that the second phase (FY 21) would include a focus on communication including print matter, website, and social media presence, and the third phase (FY 22) should include physical signage.

Project Description and Objectives

Phase 1 of the project will include building the brand through objective and customer-focused activities to promote the Town of Berryville. Objectives include:

- Establish a competitive identity for the community by engaging residents and business owners in the process to determine general direction through the use of focus groups, interviews, meetings with stakeholders, and public meetings;
- Foster a more accurate, contemporary, and positive image;
- Determine what type of branding should occur. Types of branding include an overarching approach that would include all locations in the Town; destination (tourism); economic development (not including tourism but directed toward business relocation, expansion, and investment); community brand (resonate with local residents and usually designed to boost local pride) or thematic (e.g., historical, cultural, artisanal);
- Generate improved results for tourism, investment, and recruitment return on investment; and
- Create a consistent message through the creation of a tagline, message, and logo.

Once the initial stages of the process have been started, a Branding Advisory Committee representing a cross section of residents and community and business organizations along with the Community Development Committee should be formed to oversee the process and work with the consultant.

Timetable/Schedule

As previously referenced, Phase 1 would occur in FY 20, Phase 2 in FY 21, and Phase 3 FY 22.

Cost Proposal – Phase 1

Internal Costs		Units	Cost per unit (\$)	Task Cost (\$)	Funding Source
Task Description					
Develop RFP					Gen Fund
Clerk	3	30	90		
Senior Staff	10	65	650		
Administer RFP					Gen Fund
Clerk	6	30	180		
Senior Staff	2	65	130		
Review RFP Submissions					Gen Fund
Clerk	2	30	60		
Senior Staff	4	65	260		
Interviews					Gen Fund
Clerk	2	30	60		
Senior Staff	4	65	260		
Meetings with and assist Consultant					Gen Fund
Clerk	4	30	120		
Senior Staff	15	65	975		
Review Draft Proposal					Gen Fund
Clerk	3	30	90		
Senior Staff	8	65	520		
Review Final and prepare for TC					Gen Fund
Clerk	4	30	120		
Senior Staff	10	65	650		
Miscellaneous					Gen Fund
Clerk	5	30	150		
Senior Staff	10	65	650		

TOTAL Internal Costs Phase 1

\$4,965

External Costs

Task Description	Units	Cost per unit (\$)	Task Cost (\$)	Funding Source
Consultant				
Consultant	200	\$100.00	\$20,000	Gen Fund

Recurring Costs

Future phasing will incur additional costs. Cost estimates for years two and three will be better determined after phase one is complete.

Additional Vendor Qualifications

The consultant shall have demonstrated working experience branding and marketing localities including small communities sized similarly to Berryville/Clarke County.

Project Cost Benefit Analysis

The Community Development Committee has determined that creating an identity for the Town of Berryville will benefit the residents, business owners, and visitors with increased local pride, new economic development opportunities, and tourism-related businesses.

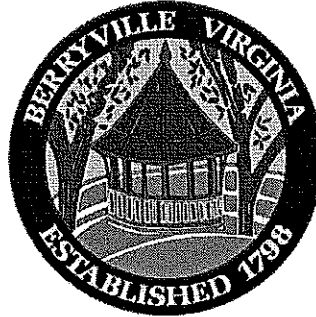
Risks

Future funding and staffing for the project must be earmarked for the effort in order to a successful branding to occur.

Administrative Items

Included with Consultant costs.

End of Scope Statement



Town of Berryville

Budget Goals 2020 Project Statement for Payroll Internal Controls Audit

Prepared by:

D. Moreland

Version:

2

Date:

10-22-2018

Table of Contents

Scope Statement Purpose.....	3
Project Background.....	3
Project Description And Objectives.....	3
Timetable/Schedule.....	4
Cost Proposal	4
Additional Vendor Qualifications.....	5
Project Cost Benefit Analysis	5
Administrative Items.....	5

Department/Agency:	Town of Berryville
Issue Date:	10-12-2018
Project Name:	Payroll Internal Controls Audit
Project Sponsor:	Budget & Finance Committee
Project Contact:	D. Moreland
Contact Email:	treasurer@berryvilleva.gov

SCOPE STATEMENT PURPOSE

Review and assess the Town's payroll processes. Provide process and control documentation and mapping. Define any significant risks and assess how they are managed. Assess the controls in place and identify any significant failings or weaknesses.

Consider whether the findings indicate a need for more extensive monitoring of the system of internal controls. Provide examples of best practices to remediate deficiencies.

Project Background

The Budget and Finance Committee has requested a qualified certified public accounting firm map its internal controls as they relate to the payroll processing and reporting roles.

Project Description and Objectives

This would be the Town's first request for a third-party internal controls audit of the payroll processing and reporting functions. It is important to verify that the transactions that post through the Town's payroll system are accurate to protect against losses associated with calculation errors and potential fraud. This audit should:

- Verify employment status
- Confirm pay rates
- Calculate hours worked
- Validate ledger accounts
- Reconcile bank statements
- Map separation of duties
- Verify change authorizations
- Check payment controls
- Verify compliance with Employee Handbook

Timetable/Schedule

Task	Deadlines/Timeframes	Responsibility
Development of RFQ	12/1/19-12/31/20	Internal
Approval of RFQ by TC	1/8/2020	Internal
Issuance of RFQ	1/15/2020	Internal
Proposals Due	2/18/2020	External/Internal
Award by TC	3/12/2020	Internal/External
Meetings between Town and consultant	4/1/20-4/15/20	Internal/External
Draft deliverables submitted to Town	6/17/2020	External
Comments on drafts submitted to consultant	7/5/2020	Internal
Deliverables Due	7/15/2020	External
Presentation to TC	8/13/2020	External/Internal
Adoption of implementation plan by TC	10/8/2020	Internal

Cost Proposal

Internal Costs

Task Description	Units	Cost per Unit (\$)	Task Cost	Funding Source
Develop RFQ				Gen Fund
Clerk	12	30	360	
Senior Staff	8	65	520	
Administer RFQ				Gen Fund
Clerk	16	30	480	
Senior Staff	4	65	260	
Review RFQ Submissions				Gen Fund
Clerk	4	30	120	
Senior Staff	16	65	1,040	
Interviews				Gen Fund
Clerk	4	30	120	
Senior Staff	24	65	1,560	
Meetings with Asst. Consultant				Gen Fund
Clerk	40	30	1,200	
Senior Staff	8	65	520	
Review Draft				Gen Fund

Clerk	12	30	360	
Senior Staff	12	65	780	
Review Final and prepare for TC				Gen Fund
Clerk	20	30	600	
Senior Staff	20	65	1,300	
Miscellaneous				Gen Fund
Clerk	16	30	480	
Senior Staff	16	65	1,040	
Total			\$10,740	Gen Fund

External Costs

Product	Cost	Funding Source
Qualified CPA Internal Controls Audit	\$ 10,000.00	General Fund Expenses

Recurring Costs

Recurring costs should not be significant. Any findings will be made available to the firm performing the Town's annual audit for compliance verification.

Additional Vendor Qualifications

The vendor must be a qualified certified public accounting firm licensed to do business in the State of Virginia.

Project Cost Benefit Analysis

The estimated project cost is \$17,100.00, of which \$10,000.00 would be the cost of the audit and The remainder earmarked to staff compensation.

As a result, we would review the payroll processing and reporting functions and identify errors that, if allowed to continue unchecked, could result in penalties from regulatory entities such as the IRS.

Administrative Items

N/A

End of Scope Statement